



A brand new state-of-the-art tower in Frankfurt houses the German headquarters of the accountancy firm Pricewaterhouse Coopers (PwC). The British company craved an interior look that would be a departure from the traditional corporate image and reinforce the partnership's "forward-thinking" profile, yet exude sophistication. To this end, PwC eschewed convention and hired an interior design practice known for its fashionable hospitality projects, rather than an office design specialist. Step forward Hamburg-based JOI-Design, whose portfolio includes projects across Germany and Austria for hotel-franchises Swissotel, Park Inn, Radisson, Westin, Meridien, Hilton, et al.

The new PwC offices are situated in Tower 185, a 200m-high mega structure with over 100,000sq m of floor space – 60% of which has been leased by the accountancy firm. JOI-Design sought to complement the masculinity of the building's architecture, characterised by clean geometric shapes and straight lines, by introducing curves and "playful" organic shapes to the interior.

The focal point of the cream-coloured lobby is the reception desk, which doubles as a bar for after-hours social events. The mid-section of the polished glass fibre centrepiece has been moulded into a "lacy web", apparently to symbolise networking and connectivity, and can be illuminated by LED lights built into the central panel. The colour and vibrancy of the illumination can be adjusted to suit the unit's various applications: subdued for formal daytime use; bright and lively for evening functions. A row of sleek white leather barstools lines the recreational side of the glossy white desk.

One level up, overlooking the ground floor atrium, is a small café. More LED lighting (this time green) and white leather seating continue the interior design theme, with "scatter" tables and club chairs creating a more intimate environment. Elsewhere, the employee cafeteria has a "nature" motif, supported by walnut parquet flooring, oak wall panels and a wall composed of glass sections etched with grey tree-silhouettes, backlit with green or orange accent lights. White remains the prevailing colour scheme, delivering a clean, fresh impression.





The conference areas, which introduce darker tones and more wood, feature "SB-Points" – self-service bars containing a small refrigerator, crockery and cutlery – and soundproofed "quiet rooms" – cubicles for consultants to make private calls or conduct sensitive research. The quiet rooms are separated from the main conference areas by frosted glass doors that have a clear "window", allowing occupants to stay connected to conference activities.

The second phase of the project is currently under construction in the upper levels of the 55-floor tower, and when completed will house a "sky bar" and spaces for special events. Expect more white leather and clever ambient lighting.